

GCV GREEN NETWORK PARTNERSHIP

INVERCLYDE PHASE 2 PROJECT BRIEF – INTERPRET INVERCLYDE

1. INTRODUCTION

The Glasgow and Clyde Valley (GCV) Green Network Partnership is a catalyst for the creation of a transformational, high quality Green Network across the Glasgow metropolitan area. The role of the Partnership is to act strategically to stimulate and facilitate the planning, delivery and sustainable long term management of the Green Network.

The aim is to create a step change in the scale and quality of the Green Network to improve the region's competitiveness for investment, enhance quality of life, promote biodiversity and more sustainable use of natural resources, and encourage healthy lifestyles.

The GCV Green Network Partnership brings together the eight local authorities that comprise the Glasgow metropolitan region with five major government agencies that promote and deliver on the environmental, social, health and economic agendas throughout the GCV area, namely the Scottish Government, Scottish Enterprise, Glasgow Centre for Population Health, Forestry Commission Scotland and Scottish Natural Heritage.

Four themes provide the framework for project development: stronger communities; enterprise development; health improvement; and biodiversity and the environment.

Through its Planning, Transportation and Housing function (which encompasses a range of environmental issues), **Inverclyde Council** has an active interest in promoting, partly through interpretation, the value of the heritage of Inverclyde. Issues such as management of open and green spaces, core path planning, promoting tourism and raising the profile of Inverclyde all fall within the remit of Inverclyde Council. Further, it currently supports a varied range of interpretive activities through, for example, Clyde Muirshiel Regional Park, The McLean Museum and local events.

It will be represented within this consultancy by Lower Clyde Greenspace, which will provide a local focus and implementation function for the strategic aims and objectives of the other partners.

Riverside Inverclyde is an Urban Regeneration Company charged with revitalizing the extensive waterfront area of Inverclyde along the A8 corridor from Port Glasgow to Greenock, and spreading these benefits out to surrounding communities. The development of outstanding riverside locations will replace an area that has previously suffered as a result of a decline in industry, particularly shipbuilding.

Riverside Inverclyde is a joint partnership between Inverclyde Council, Clydeport, and Scottish Enterprise. The partnership has the full support of the Scottish Government and has been designed to secure and enhance the long-term economic growth and prosperity of the area.

The need for an Interpretation Strategy has emerged as a foundation action from the creation of an **Inverclyde Green Network Study**. This study was supported financially by Inverclyde Council, the former Communities Scotland, Riverside Inverclyde and the GCV

Green Network partnership, and lays out a strategic overview of the current and future importance of quality greenspace within Inverclyde, to the Council and the wide range of partners it engages with.

The following Vision for the Green Network has been established:

By 2025 the combination of its outstanding environment, high quality development and unrivalled location means that Inverclyde is widely recognised as an attractive place to live, work and spend leisure time. This is reflected in high levels of investment, a vibrant local economy and a growing population. Communities are actively involved in managing their environment; local people and visitors have a wide range of opportunities to experience and enjoy the area's natural and cultural heritage.

The Green Network has been at the core of the area's transformation, contributing to the regeneration of the Waterfront and the remodelling of residential areas, and forming key links within and between communities and with Clyde Muirshiel Regional Park. Development of the Green Network has delivered and continues to deliver a broad range of economic, community, health and environmental outcomes.

This Vision is ambitious and will require effort amongst the wide range of partners with a stake in Inverclyde's regeneration to achieve. However, it reflects the strong position Inverclyde has in relation to its existing high quality natural and cultural heritage resources. The landscape and history of the area provide an ideal starting point for delivering this ambitious Vision and will help to form a unique element of the overall Glasgow and Clyde Valley Green Network.

It is anticipated that The Inverclyde Green Network Study will be approved by the Green Network Board by the time this tender is accepted - allowing the Interpretation Strategy to be a very quick action arising from it. It is therefore expected that this study will be set within the context of the Inverclyde Green Network Study.

2. BACKGROUND

Inverclyde is an area currently undergoing very significant levels of regeneration. This regeneration is occurring within a physical framework which holds a very rich resource in terms of historical, cultural, human and natural heritage. There are elements of this heritage that are important at local, regional and national levels, and it is considered that this heritage offers a very strong attraction for visitors to the area, and also an important educational resource for residents. Taken together, these various heritage elements help to define what Inverclyde has been in the past, what it is today and what it can be in the future.

Although there are some significant exceptions, generally speaking this resource is under utilised and poorly marketed. The object of this study is to change this situation to one where visitors to Inverclyde will leave with an enhanced perception of the area (therefore more likely to return), and where residents will become better informed of their own heritage (therefore increasing civic pride).

Each of the partners mentioned above has within its remit a strong interest in promoting the heritage of Inverclyde.

3. CONTEXT

There already exist numerous disparate interests in Interpretation within Inverclyde. However, there is a lack of a co-ordinating approach. Some of the events, organizations,

individuals and services with an interest in interpretation are listed below. It is highly likely that the list is not exhaustive;

- Lower Clyde Greenspace - promotes urban biodiversity through an annual programme of guided walks; provides the focus mechanism for Inverclyde Council in terms of its one existing Local Nature Reserve at Coves Reservoir and its proposed second LNR at Wemyss Bay Woodland; and runs an effective education programme, which informs local children of various environmental issues.
- Riverside Inverclyde – is a key sponsor of various waterfront and settlement-wide events, notably sponsoring the annual Myths and Legends festival and the final visit of the QE2 and promoting the return of the Tall Ships race to Inverclyde.
- Inverclyde Council - manages a range of key local sites suitable for interpretation, and maintains current interpretive material along the waterfront.
- McLean Museum - provides a local focus for people or organisations with an interest in local history and genealogy.
- Arts Development Team - promotes environmental art and is a key partner in the annual Myths and Legends festival.
- Clyde Muirshiel Regional Park - although situated outwith the settlement area, Clyde Muirshiel Regional Park operates two visitor centres at Cornalees Bridge and Lunderston Bay, which are locally very important. The Ranger Service runs a series of events and guided walks throughout the year.
- Magic Torch - a local group dedicated to researching and promoting local history in Inverclyde.
- 7 ½ John Wood Street - currently researching local history in Port Glasgow.
- The Greenock Telegraph – a local daily newspaper, which runs regular columns on local history, notably Talk of the Towns and Viator.

4. PROJECT AIMS

The aims of this project are;

- Working largely within the context of the Inverclyde Green Network Study, to identify areas suitable for quality interpretation of the natural, cultural, historical and human heritage.
- For each identified area to provide details enabling future interpretation to be pulled “off the shelf” when the opportunity arises.
- To identify key district-wide themes, which will help pull interpretation in Inverclyde into a coherent framework.
- To provide an evaluation of why interpretation is important to each of the project partners, and to provide a justification for approaching interpretation within Inverclyde in a strategic manner.

5. METHODOLOGY

The following is a suggested methodology for each phase of the project and consultants are invited to propose alternatives where they feel it would enhance the project outcomes.

a. Assessing the value of interpretation to Inverclyde

- How can interpretation be used to place the natural, cultural, historical and human heritage at the heart of the ongoing regeneration process?
- How can interpretation be used to highlight the uniqueness of Inverclyde?
- How can interpretation help to encourage return visits of tourists to Inverclyde?

b. Assessing the potential for improved interpretation in Inverclyde

- What is there to interpret, and why is it important?
- Can a more strategic approach to interpretation within Inverclyde give better value for existing resources?
- What channels of communication can be established between groups currently interested in Interpretation?

6. PROJECT OUTPUTS

The project outputs will be:

- A report and executive summary, with appendices and maps as appropriate, and including:
 - The methodology adopted.
 - Identification of the key themes that are important within Inverclyde.
 - Identification of existing interpretive resources and an assessment of how these resources can be better integrated.
 - Selection of key sites suitable for interpretation. What benefits do these sites bring to the Partners, how do they benefit visitors and residents?
 - For each identified site, a mini-brief will be developed highlighting the main points of interest, the appropriate target audiences, the method and media for interpretation, monitoring and evaluation proposals and maintenance issues.
 - A suggested methodology to ensure that, as much as possible, future interpretation within Inverclyde is complementary in terms of approach, design, content and appearance.
- Six bound and one unbound copies of the final report, together with three copies of an electronic version of the document and any accompanying maps and appendices on CD.
- Presentation and dissemination of the findings to the steering group and partners.

7. PROJECT MANAGEMENT

Contract

The contract will be let and managed on behalf of the Steering Group by Inverclyde Council.

Lead Officer

The lead contact for the project will be:

Charlie Cairns
Lower Clyde Greenspace Manager
Inverclyde Council
Planning, Housing and Transportation Service
6 Cathcart Square
Greenock PA15 1LS

e: Charlie.cairns@inverclyde.gov.uk
t: 01475 712464

Steering Group

A steering group will oversee delivery of the project and will comprise:

- GCV Green Network Partnership
- Lower Clyde Greenspace
- Riverside Inverclyde

8. TIMESCALE

The project must be completed and the final report and all supplementary material supplied to Lower Clyde Greenspace by the end of March 2009.

Specific interim outputs and milestones will be agreed with the successful contractor.

9. BUDGET

The cost of delivering the project must not exceed a maximum budget of £14,000 (ex VAT). Bids should include provision for both fees and expenses which should be clearly indicated.

Consultants are invited to propose a timetable for staged payments based on satisfactory delivery of identified outputs.

10. RESPONDING TO BRIEF

Consultants seeking to carry out the work should supply the following:

- Detailed, justified proposals for meeting the aims of the study.
- Details of proposed personnel, their relevant skills and experience and details of any similar work the contactor has undertaken.
- A work programme identifying the timescale and completion date for each phase of the work.
- Detailed costings for carrying out the work detailed in this Brief which are clearly itemised and indicate day rates and numbers of days allocated for individual personnel, travel, subsistence, overheads, project management and any other anticipated costs. VAT should be shown separately (please indicate your VAT status).
- Contractors should also include costs for attendance at three project meetings to be held in Inverclyde.

Inverclyde Council reserves the right to accept a tender other than the lowest or not to accept any tender at all and will not be held liable for any costs incurred in the preparation of the tenders.